



VideolIndiana, Inc.
1000 N. Meridian Street
Indianapolis, IN 46204

Strategic Media Placement
7669 Slogers Loop
Delaware, OH 43015

Contract # 101944

Schedule Dates

08/14/12-08/27/12

Advertiser

Mike Pence for Indiana (9082)

Agency

Strategic Media Placement (3256)

Product

Political/Governor (1126)

Brand

REP/GOVERNOR (2757)

Salesperson

Click, Steve (1579)

Sales Office

WTHR

Buyer Name

/

Phone/Fax

2593

Account Types

Local/Political Candidate

Billing Type

Standard

Comments

Date Entered 08/13/12

Last Modified 08/13/12

Entered By Nancy Lavelly

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$6,000.00

Net Total \$34,000.00

Sales Tax

WTHR (WTHR)

By Broadcast Month

Aug. 2012 42

Sep. 2012 4

Grand Total: 46

Spots

Rate

\$36,900.00

\$3,100.00

\$40,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/15/12-08/16/12	2	:30	5A- 5:30A (EST)	2			X	X				2	\$300.00	\$600.00	WTHR (WTHR)	5-5:30A SUNRISE	8/13/12
2.0	Normal Line / SPOT (1)	08/20/12-08/23/12	2	:30	5A- 5:30A (EST)	3	X	X	X	X				3	\$300.00	\$900.00	WTHR (WTHR)	5-5:30A SUNRISE	8/13/12
3.0	Normal Line / SPOT (1)	08/27/12-08/27/12	2	:30	5A- 5:30A (EST)	1	X							1	\$300.00	\$300.00	WTHR (WTHR)	5-5:30A SUNRISE	8/13/12
4.0	Normal Line / SPOT (2)	08/15/12-08/17/12	2	:30	7A- 9A (EST)	3		X	X	X				3	\$900.00	\$2,700.00	WTHR (WTHR)	7-9A TODAY	8/13/12
5.0	Normal Line / SPOT (2)	08/21/12-08/24/12	2	:30	7A- 9A (EST)	3	X	X	X	X				3	\$900.00	\$2,700.00	WTHR (WTHR)	7-9A TODAY	8/13/12
6.0	Normal Line / SPOT (2)	08/27/12-08/27/12	2	:30	7A- 9A (EST)	1	X							1	\$900.00	\$900.00	WTHR (WTHR)	7-9A TODAY	8/13/12
7.0	Normal Line / SPOT (3)	08/14/12-08/16/12	2	:30	2P- 3P (EST)	2		X	X	X				2	\$300.00	\$600.00	WTHR (WTHR)	2-3P DR OZ	8/13/12
8.0	Normal Line / SPOT (3)	08/20/12-08/22/12	2	:30	2P- 3P (EST)	2	X	X	X	X				2	\$300.00	\$600.00	WTHR (WTHR)	2-3P DR OZ	8/13/12
9.0	Normal Line / SPOT (3)	08/27/12-08/27/12	2	:30	2P- 3P (EST)	1	X							1	\$300.00	\$300.00	WTHR (WTHR)	2-3P DR OZ	8/13/12
10.0	Normal Line / SPOT (4)	08/15/12-08/17/12	3	:30	4P- 5P (EST)	2		X	X	X				2	\$500.00	\$1,000.00	WTHR (WTHR)	4-5P DR PHIL	8/13/12
11.0	Normal Line / SPOT (4)	08/21/12-08/23/12	3	:30	4P- 5P (EST)	2	X	X	X	X				2	\$500.00	\$1,000.00	WTHR (WTHR)	4-5P DR PHIL	8/13/12
12.0	Normal Line / SPOT (5)	08/14/12-08/17/12	2	:30	6P- 6:30P (EST)	3	X	X	X	X				3	\$1,600.00	\$4,800.00	WTHR (WTHR)	6-6:30P EARLY NEWS	8/13/12
13.0	Normal Line / SPOT (5)	08/20/12-08/23/12	2	:30	6P- 6:30P (EST)	3	X	X	X	X				3	\$1,600.00	\$4,800.00	WTHR (WTHR)	6-6:30P EARLY NEWS	8/13/12
14.0	Normal Line / SPOT (5)	08/27/12-08/27/12	2	:30	6P- 6:30P (EST)	1	X							1	\$1,600.00	\$1,600.00	WTHR (WTHR)	6-6:30P EARLY NEWS	8/13/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

"Station does not discriminate in the sale of advertising time, and will not accept advertising which is placed with the intent to discriminate on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate, or has the effect of discriminating, on the basis of race or ethnicity, is hereby declared null and void."



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15.0	Normal Line / SPOT (6)	08/14/12-08/16/12	2	:30	7P- 7:30P (EST)	2		X		X				2	\$1,300.00	\$2,600.00	WTHR (WTHR)	7-7:30P WHEEL	8/13/12
16.0	Normal Line / SPOT (6)	08/20/12-08/22/12	2	:30	7P- 7:30P (EST)	2	X		X					2	\$1,300.00	\$2,600.00	WTHR (WTHR)	7-7:30P WHEEL	8/13/12
17.0	Normal Line / SPOT (7)	08/14/12-08/19/12	2	:30	11P- 11:35P (EST)	3		X		X			X	3	\$1,600.00	\$4,800.00	WTHR (WTHR)	11-11:35P LATE NEWS	8/13/12
18.0	Normal Line / SPOT (7)	08/21/12-08/26/12	2	:30	11P- 11:35P (EST)	3		X		X			X	3	\$1,600.00	\$4,800.00	WTHR (WTHR)	11-11:35P LATE NEWS	8/13/12
19.0	Normal Line / SPOT (8)	08/18/12-08/18/12	2	:30	6A- 7A (EST)	1							X	1	\$300.00	\$300.00	WTHR (WTHR)	6-7A SUNRISE	8/13/12
20.0	Normal Line / SPOT (8)	08/25/12-08/25/12	2	:30	6A- 7A (EST)	1							X	1	\$300.00	\$300.00	WTHR (WTHR)	6-7A SUNRISE	8/13/12
21.0	Normal Line / SPOT (9)	08/19/12-08/19/12	3	:30	6A- 7A (EST)	1							X	1	\$200.00	\$200.00	WTHR (WTHR)	6-7A SUNRISE	8/13/12
22.0	Normal Line / SPOT (9)	08/26/12-08/26/12	3	:30	6A- 7A (EST)	1							X	1	\$200.00	\$200.00	WTHR (WTHR)	6-7A SUNRISE	8/13/12
23.0	Normal Line / SPOT (10)	08/19/12-08/19/12	2	:30	8A- 9A (EST)	1							X	1	\$500.00	\$500.00	WTHR (WTHR)	8-9A TODAY	8/13/12
24.0	Normal Line / SPOT (10)	08/26/12-08/26/12	2	:30	8A- 9A (EST)	1							X	1	\$500.00	\$500.00	WTHR (WTHR)	8-9A TODAY	8/13/12
25.0	Normal Line / SPOT (11)	08/26/12-08/26/12	3	:30	9A- 10A (EST)	1							X	1	\$400.00	\$400.00	WTHR (WTHR)	9-10A SUNRISE	8/13/12

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